



Brand Guidelines

BRAND GUIDELINES · V1.0 · 2026

VERSION
1.0

ISSUED
September 2026

CHAPTERS
12

PREPARED BY
Libra Intelligence

01 Brand

CHAPTER 01

What OVELLE is, what it holds to and who it is for, in the words the house uses itself.

01.1 Positioning

01.2 Values

01.3 Audience

01.4 In one sentence

One paragraph. Use it as written in press material and introductions.

OVELLE is a fine jewellery house with its own atelier in Tel Aviv. Since 1998 it has made rings, earrings, necklaces and bracelets in 18k gold, set with diamonds that are chosen one at a time and certified by GIA. The oval is the house cut. Every piece is finished by hand in the atelier and sold from the boutique and online, with insured delivery to the door.

Three values. Each is a decision the house makes every day, not a slogan.

01

Made by hand

Every piece is set, polished and checked in our own atelier, by the people who designed it.

02

The oval

One cut, studied since 1998. It gives the house its name and its monogram.

03

Restraint

Nothing is added that the stone does not need: no extra claws, no ornament, no noise.

Who OVELLE writes for, and what they expect from the house.

WHO

People marking a moment that matters: an engagement, a wedding, an anniversary, a birth. And those who would rather own one good piece than several.

WHAT THEY EXPECT

To be told plainly what they are buying: the metal, the carat weight, the certificate, the price.

WHERE THEY MEET US The boutique, by appointment. The website. The box that arrives at the door.

WHAT THEY DO NOT WANT Pressure, countdowns, discounts, or being told how to feel.

01.4 THE BRAND IN ONE SENTENCE For the first line of a press release, a caption, or the boutique window.

OVELLE IN ONE SENTENCE

OVELLE makes oval-diamond jewellery by hand
in Tel Aviv, and says plainly what each piece is.

CHAPTER 02

02 Voice & tone

The house speaks the way a good jeweller speaks across the counter: calmly, precisely, and only about what is there.

02.1 Principles

02.2 Tone by context

02.3 House style

01

Name the thing

Say what the piece is before anything else: form, metal, stone, weight.

— DO

Solitaire ring in 18k yellow gold with a 1.2 ct oval diamond.

/ DON'T

~~A dazzling symbol of timeless love.~~

02

One fact over three adjectives

A fact can be checked; an adjective only asks to be believed.

— DO

Each diamond is chosen by hand and comes with a GIA certificate.

/ DON'T

~~Exquisite, luxurious, unforgettable craftsmanship.~~

03

Calm, never urgent

The house does not hurry anyone. No countdowns, no exclamation marks.

— DO

Cleaning, polishing and resizing are included for life.

/ DON'T

~~Hurry! Only 3 left — don't miss out!~~

04

Speak to one person

Write to the person who will wear the piece, directly, as in a letter.

— DO

Your ring is ready. You can collect it from the boutique on Thursday.

/ DON'T

~~Dear valued customer, your order has been processed.~~

02.2 TONE BY CONTEXT

The voice stays the same; the register moves a little with the occasion.

CONTEXT	REGISTER	EXAMPLE
Product page	Precise, complete	Lune. Pendant in 18k yellow gold with a 0.5 ct pear diamond, on a 42 cm chain.
Client service	Warm, direct	Thank you for your order. It leaves the atelier on Tuesday, insured, and the tracking number will follow by email.
Campaign	Spare, one idea	Soleil. Since 1998.
Social	Short, factual	Étoile studs, 1 ct in total, set in the atelier this week.
Boutique	Spoken, unhurried	Take your time. We can size the ring while you wait.

02.3 HOUSE STYLE

Small rules that keep every text consistent.

ITEM	WRITE	AVOID
Carat weight	1.2 ct	1.2ct · 1.2 carats
Gold	18k yellow gold	18K gold · gold 750
Prices	\$5,100	\$5,100.00 · from \$5K
Names of pieces	Soleil, Lune, Rive	SOLEIL · soleil
Punctuation	Full stops. No exclamation marks.	!! · ... · capitals in a sentence
Spelling	British: jewellery, colour, centre	jewelry · color · center

03

CHAPTER 03

Logo

Three marks: the wordmark, the lockup and the monogram. They are drawn, not typed, and are only ever used from the master files.

03.1 Logo family

03.2 The idea

03.3 Construction

03.4 Clear space

03.5 Minimum size

03.6 Colour versions

03.7 Misuse

The wordmark is the primary logo. The lockup is for formal and ceremonial uses; the monogram is for small spaces and objects.

O V E L L E

PRIMARY · WORDMARK Website header, advertising, bags, every first appearance.



SECONDARY · LOCKUP Certificates, invitations, the boutique door.



MARK · MONOGRAM Ring box lids, the wax seal, favicon, social avatar.

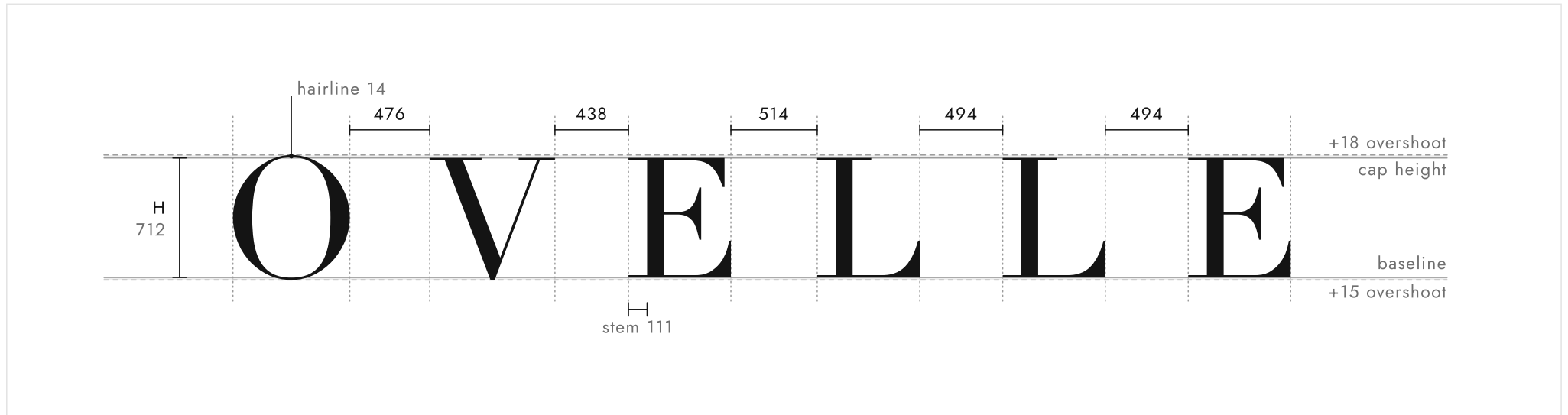


The O and the V of the name, set one inside the other: an oval stone held in its setting.

The wordmark is drawn with a sharp contrast between thick and thin strokes, as in engraving. The O is an oval, a little taller than it is wide, and the letters are spaced wide so the name reads at a distance.

03.3 CONSTRUCTION

Drawn on the cap height, $H = 712$ units. Round letters overshoot the cap line and the baseline so they look the same height as the straight ones.



Cap height

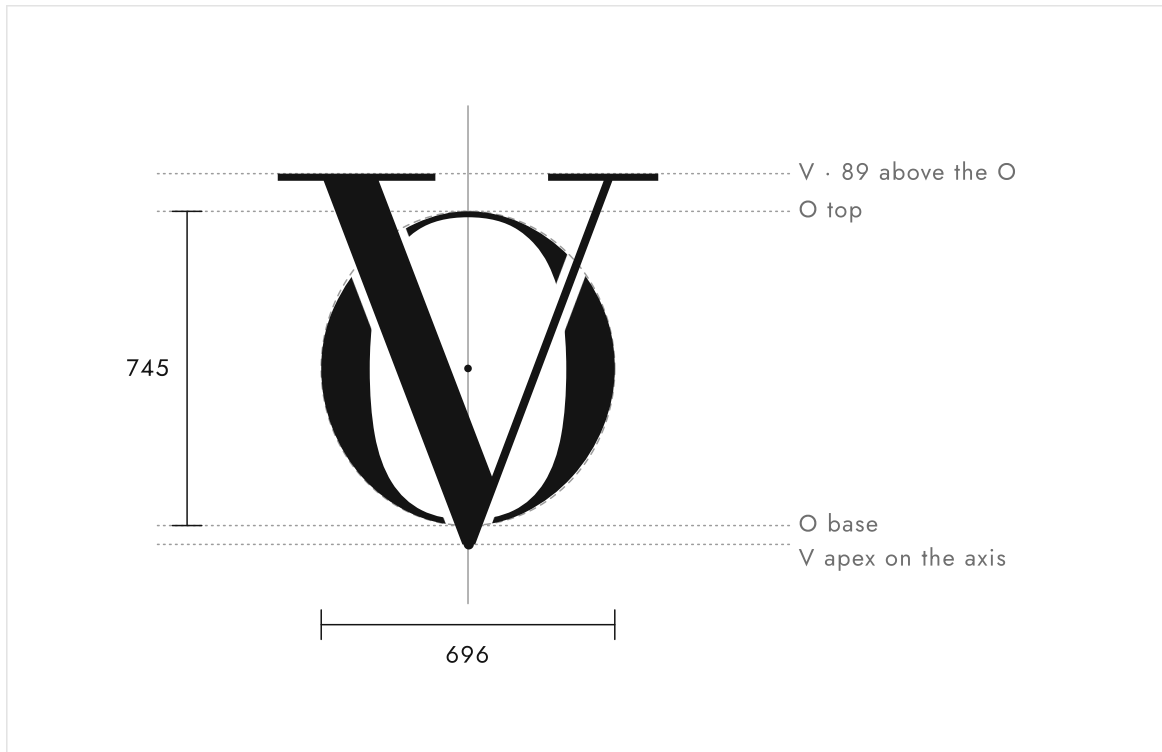
$H = 712$ units. Every other measure is given against it.

Contrast

Stem 111 to hairline 14: about 8 : 1, the contrast of an engraved line.

Letter space

About $\frac{2}{3} H$, set by eye: the V sits closer, the E and L wider.



The O

696 × 745: an oval, not a circle.

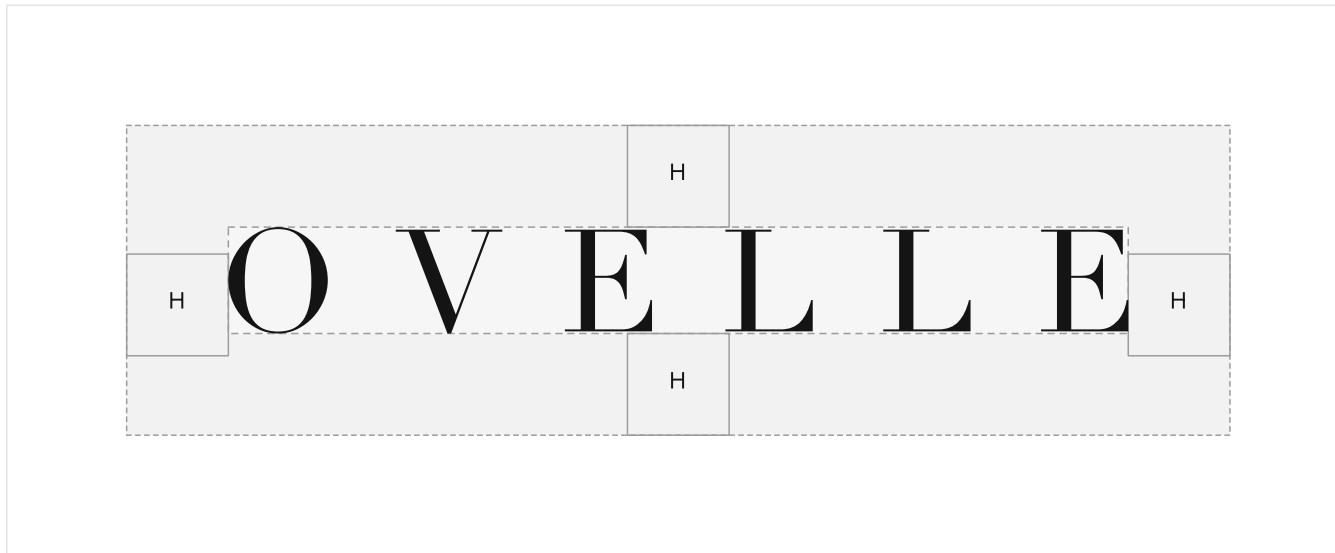
The V

Its apex sits on the axis of the O and 45 units below it.

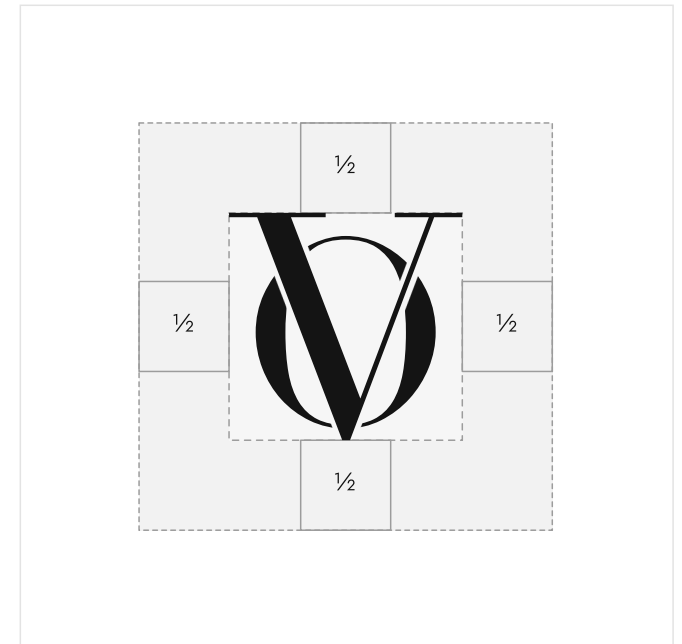
Overlap

Where they cross, the O is cut back so the V stays whole.

Keep this space free of text, edges and other marks. It scales with the logo.



WORDMARK H, the cap height, on every side.



MONOGRAM Half the width of the O.

Below these sizes the hairlines break up. When space is short, use the monogram instead of the wordmark.



WORDMARK

DIGITAL

80 px

PRINT

20 mm



MONOGRAM

DIGITAL

16 px

PRINT

5 mm



FOIL

MONOGRAM

10 mm

WORDMARK

30 mm



INK ON PAPER
The primary version.



PAPER ON INK
Night pages, film titles.



INK ON STONE
Panels and product grounds.



PAPER ON PHOTOGRAPH
Only on a calm, dark area.



PLATINUM ON INK
Foil only: box lids, certificate.



PLATINUM ON PAPER
Foil only: bags, cards.

The logo is never redrawn, re-set or decorated. Six things not to do.



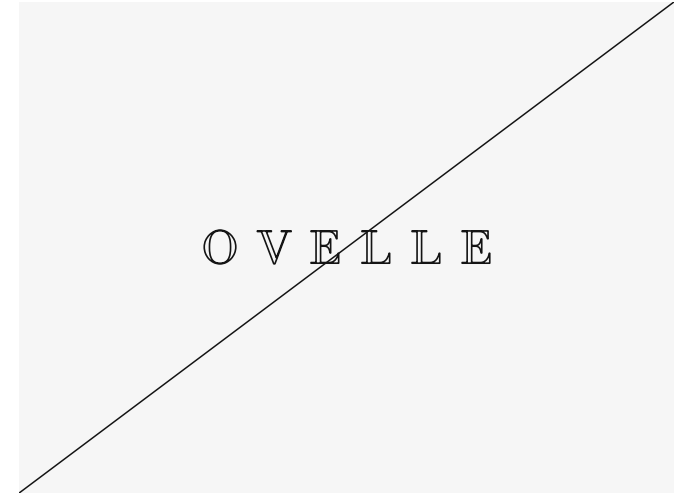
DO NOT STRETCH

Scale it in proportion, from the corner.



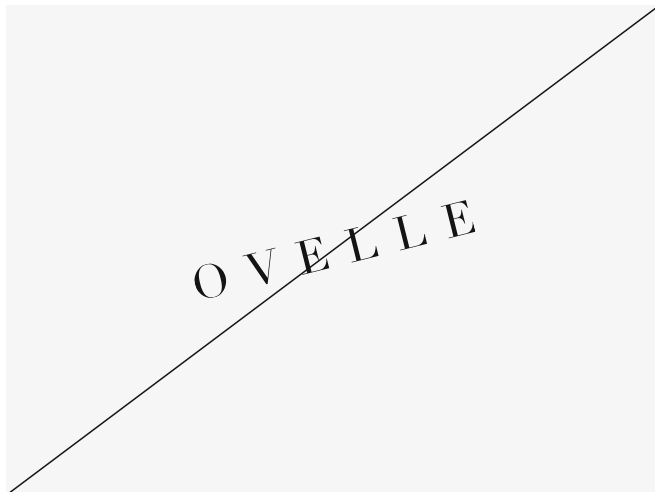
DO NOT USE TINTS

Ink at 100%, never a grey tint of it.



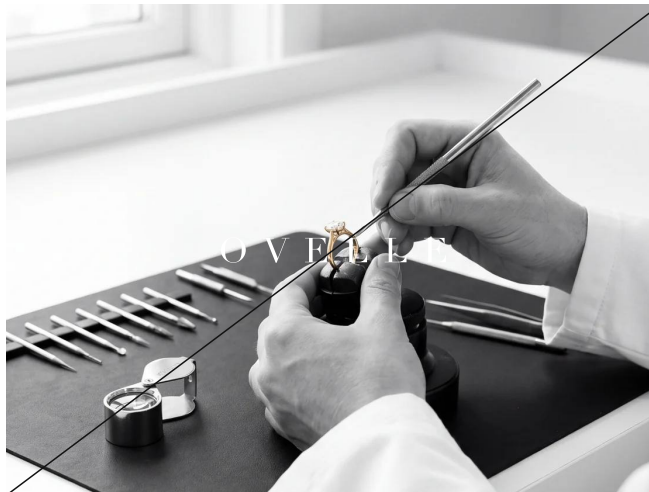
DO NOT OUTLINE

The logo is always a solid shape.



DO NOT ROTATE

It sits on the horizontal, always.



NOT ON BUSY IMAGES

Place it only where the image is calm.



NO EFFECTS

No shadows, glows, bevels or gradients.

CHAPTER 04

04 Colour

A black-and-white house. Ink and Paper carry almost everything; two greys hold the space between them; Platinum appears only as foil.

04.1 Palette

04.2 Proportion

04.3 Accessible pairings

Values for screen, print and the nearest Pantone reference. Check Pantone against a printed swatch before approving a proof.



Ink

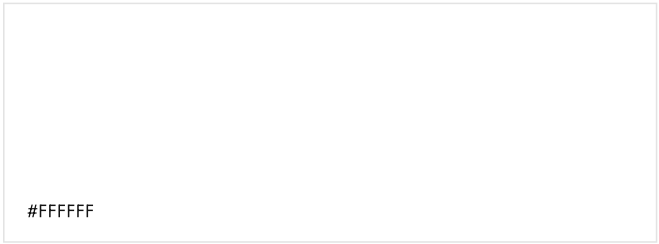
Type, the logo, the ring box.

HEX
#141414

CMYK
0 0 0 92 · solids 60 40 40 100

RGB
20 20 20

PANTONE · NEAREST
Black 6 C



Paper

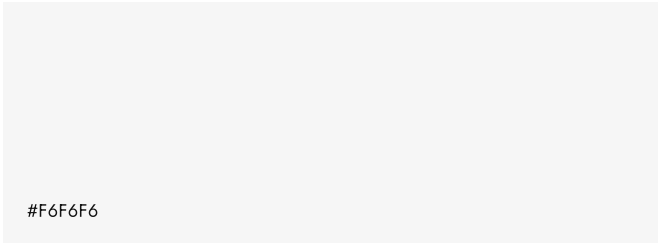
Pages, the gift box, bags: the ground of everything.

HEX
#FFFFFF

CMYK
0 0 0 0

RGB
255 255 255

PANTONE · NEAREST
Bright white uncoated stock



Pearl

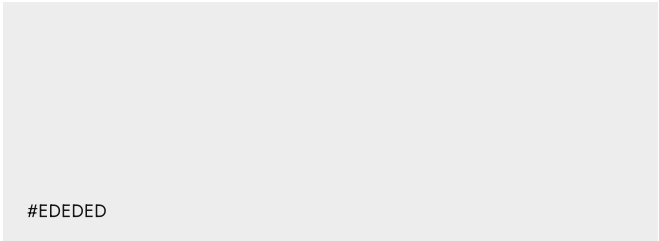
The second surface: product grounds and panels.

HEX
#F6F6F6

CMYK
0 0 0 3

RGB
246 246 246

PANTONE · NEAREST
Cool Gray 1 C at 20%



Stone

Image placeholders, tissue, quiet fills.

HEX
#EDED

CMYK
0 0 0 7

RGB
237 237 237

PANTONE · NEAREST
Cool Gray 1 C at 40%



Graphite

Secondary text, captions, data.

HEX
#6F6F

CMYK
0 0 0 64

RGB
111 111 111

PANTONE · NEAREST
Cool Gray 9 C



Platinum

Foil only. On screen, only to show where foil goes.

HEX
#A7A9

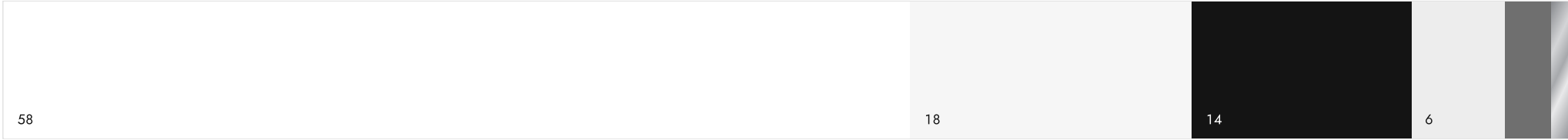
CMYK
foil only

RGB
167 169 172

PANTONE · NEAREST
877 C Metallic

04.2 PROPORTION

Roughly how much of each colour a typical page or object shows.



☐ Paper 58% ☐ Pearl 18% ☒ Ink 14% ☐ Stone 6% ☐ Graphite 3% ☐ Platinum 1%

Contrast ratios are calculated live on this page (WCAG 2.2). Running text needs AA, 4.5 : 1; text over 18 px needs 3 : 1.

Aa

Ink on Paper

All text.

18.42 : 1

AA AAA AA 18+

Aa

Paper on Ink

All text.

18.42 : 1

AA AAA AA 18+

Aa

Ink on Stone

All text.

15.73 : 1

AA AAA AA 18+

Aa

Graphite on Paper

Captions and data.

5.02 : 1

AA ★★ AA 18+

Aa

Graphite on Pearl

Captions, 14 px and up.

4.64 : 1

AA ★★ AA 18+

Aa

Platinum on Paper

Never for text. Foil and rules only.

2.35 : 1

★★ ★★ ★★18+

05

Typography

CHAPTER 05

Two typefaces. EB Garamond speaks: names, sentences, materials. Jost labels: navigation, prices and the small print, always in capitals.

05.1 Typefaces

05.2 Type scale

05.3 Specimen

05.4 Rules

Both are open source (SIL Open Font License) and served from Google Fonts. Hebrew pages use Frank Ruhl Libre and Assistant in the same roles.

EB GARAMOND

Aa

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789 & ct \$

ROLE

Names, sentences, headlines

DESIGN

Georg Duffner, Octavio Pardo

WEIGHTS

Regular 400 · Medium 500

HEBREW

Frank Ruhl Libre

JOST

Aa

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789 & \$.

ROLE

Labels, navigation, prices

DESIGN

Owen Earl

WEIGHTS

Regular 400 · Medium 500

HEBREW

Assistant

DISPLAY
Campaigns, the cover

Soleil, since 1998

SIZE
81.4 px
TRACKING
−0.01 em
LEADING
83 px
WEIGHT
400

TITLE
Section titles, in capitals

THE SOLEIL COLLECTION

SIZE
24 px
TRACKING
+0.14 em
LEADING
31.2 px
WEIGHT
500

HEADING
Product names, pull quotes

A single oval diamond on a fine band of gold

SIZE
34 px
TRACKING
0 em
LEADING
40.8 px
WEIGHT
400

LEAD
Openings

Every OVELLE creation is made in our Tel Aviv atelier, from the first sketch to the final polish.

SIZE
23 px
TRACKING
0 em
LEADING
33.4 px
WEIGHT
400

BODY
Running text

Each diamond is selected by hand and accompanied by a GIA certificate. The band is cut to disappear under the stone.

SIZE
17 px
TRACKING
0 em
LEADING
26.4 px
WEIGHT
400

LABEL
Navigation, buttons, prices

ADD TO BAG · \$5,100

SIZE
11 px
TRACKING
+0.18 em
LEADING
16 px
WEIGHT
500

CAPTION	Soleil solitaire, 18k yellow gold, 1.2 ct oval diamond.	SIZE	LEADING
		12 px	18 px
		TRACKING	WEIGHT
		+0.04 em	400

05.3 SPECIMEN Text set as it appears on the website.

THE ATELIER

Made in Tel Aviv since 1998

Every OVELLE creation is made in our atelier, from the first sketch to the final polish. Each diamond is selected by hand, examined under the loupe and accompanied by a GIA certificate: D to F colour, VVS clarity.

The gold is 18 karat, cast and finished in the same room. Engraving is done by hand, inside the band: initials or a date, nothing longer.

MEASURE	60–72 characters
ALIGNMENT	Start of line; titles centred
PARAGRAPHS	One line of space, no indent
HYPHENATION	Off

05.4 RULES How the two faces behave together.

CAPITALS	Jost only, tracked +0.14 to +0.18 em. EB Garamond is never set in capitals. Hebrew has no capitals: labels use Assistant 500 without tracking.	THE ATELIER
NUMERALS	Lining figures for prices, carats and dates; tabular figures in tables and lists.	\$5,100 · 1.2 ct · 1998
EMPHASIS	No bold and no underline in running text. Emphasis comes from order and space.	Order, then space.
LINE LENGTH	60 to 72 characters. Titles are centred; running text starts at the line’s edge.	60–72

CHAPTER 06

06 Grid & layout

A twelve-column grid with wide margins and an 8-point spacing system. Space is the most expensive material on the page.

06.1 Page grid

06.2 Spacing

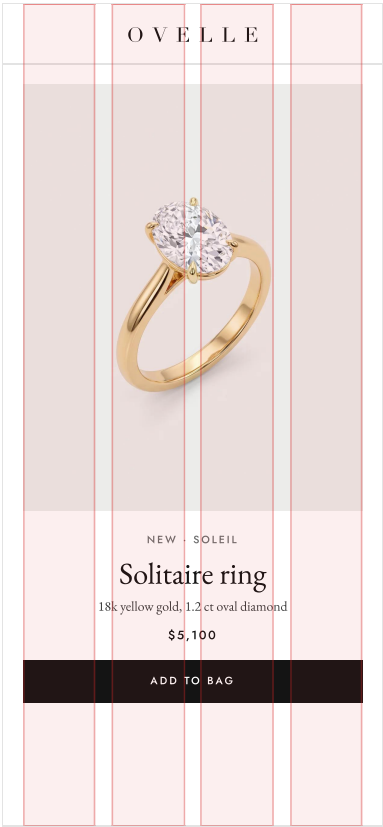
06.3 Breakpoints

06.1 PAGE GRID

Desktop: 12 columns, 56 px margins, 24 px gutters. Phone: 4 columns, 20 px margins, 16 px gutters.
Switch the grid off to see the page as it ships.



DESKTOP · 1440 12 columns



PHONE · 390 4 columns

06.2 SPACING

Every distance is a multiple of 4, and almost always of 8.

4		Icon to its label
8		Label to value; the base unit

16		Inside a component
24		Gutter; between tiles
32		Between related blocks
48		Between groups
64		Section spacing on a phone
96		Section spacing on desktop
128		Before a new chapter

06.3 **BREAKPOINTS** Margins and columns by screen width.

SCREEN	WIDTH	COLUMNS	MARGIN	GUTTER
Desktop	≥ 1280 px	12	56 px	24 px
Laptop	1024–1279 px	12	40 px	24 px
Tablet	768–1023 px	8	32 px	16 px
Phone	< 768 px	4	20 px	16 px

07 Photography

CHAPTER 07

The photographs are calm, bright and exact. The piece is the subject; light and skin are there to show it.

07.1 Principles

07.2 Selects

07.3 Not us

01

Light

Soft daylight from one side, one clean highlight on the metal. No coloured light, no flare.

02

Ground

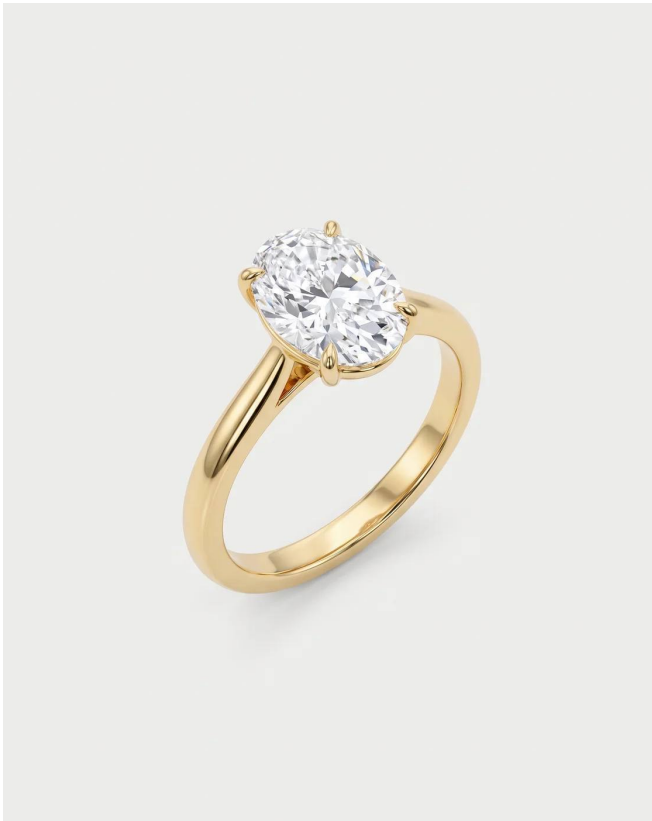
Pale neutral grey, white, or black cloth. Never cream, sand or wood.

03

Composition

One piece, centred or on a third, with room around it. Skin close, and no jewellery that is not ours.

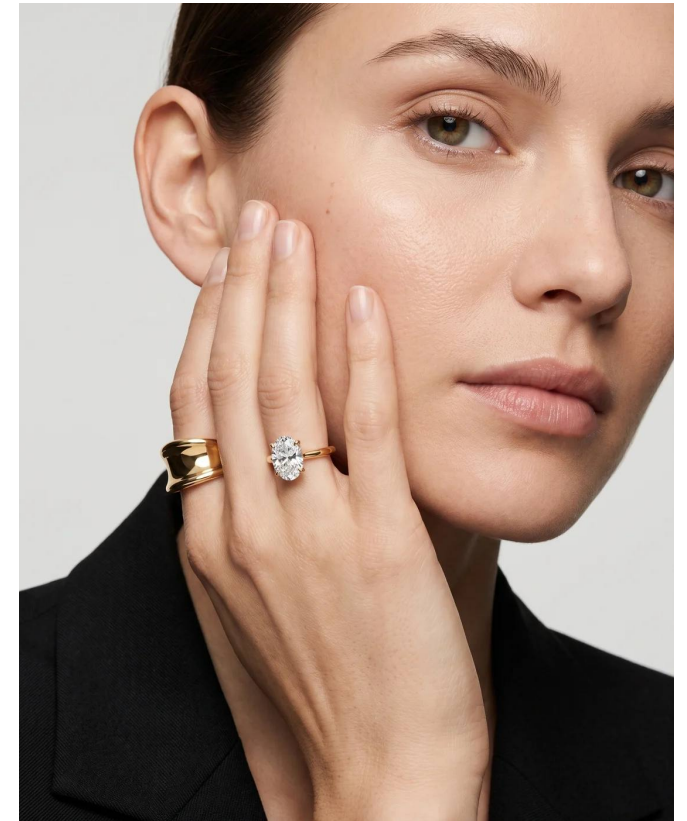
Approved images from the current library, and what makes each one right.



PACKSHOT Pale grey ground, three-quarter view, one highlight.



WORN The piece at the centre; the face out of frame.



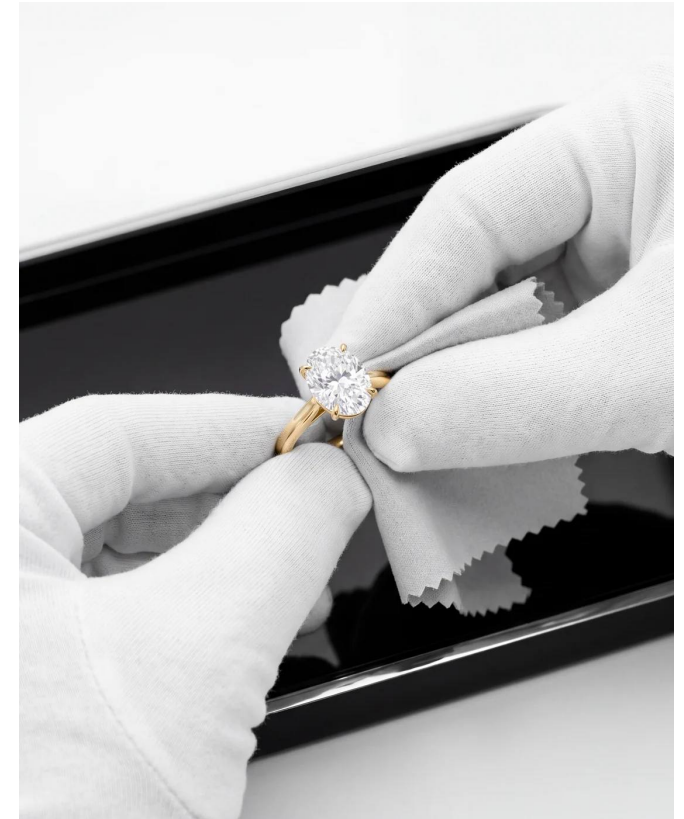
PORTRAIT Daylight, bare skin, the hand close to the face.



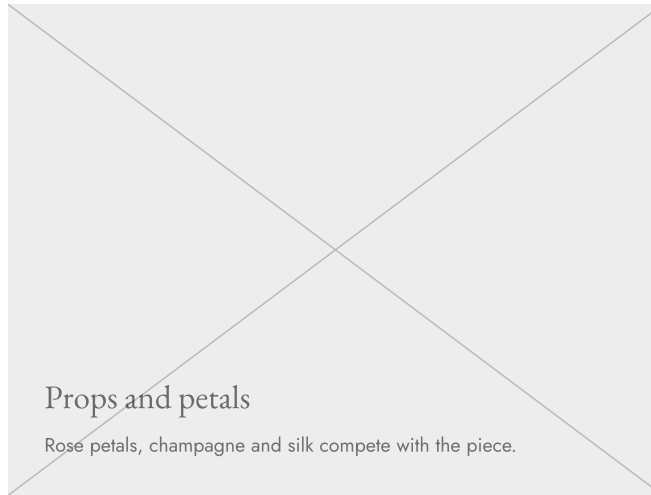
ATELIER Real hands and tools, in black and white.



MACRO The stone fills the frame; the claws are sharp.



SERVICE Gloves, cloth, a black tray: care shown as a ritual.



08

Packaging

CHAPTER 08

One system from the counter to the door: the ring box, the gift box, tissue and seal, the bag, and the certificate that goes with every diamond.

08.1 The system

08.2 Ring box

08.3 Gift box dieline

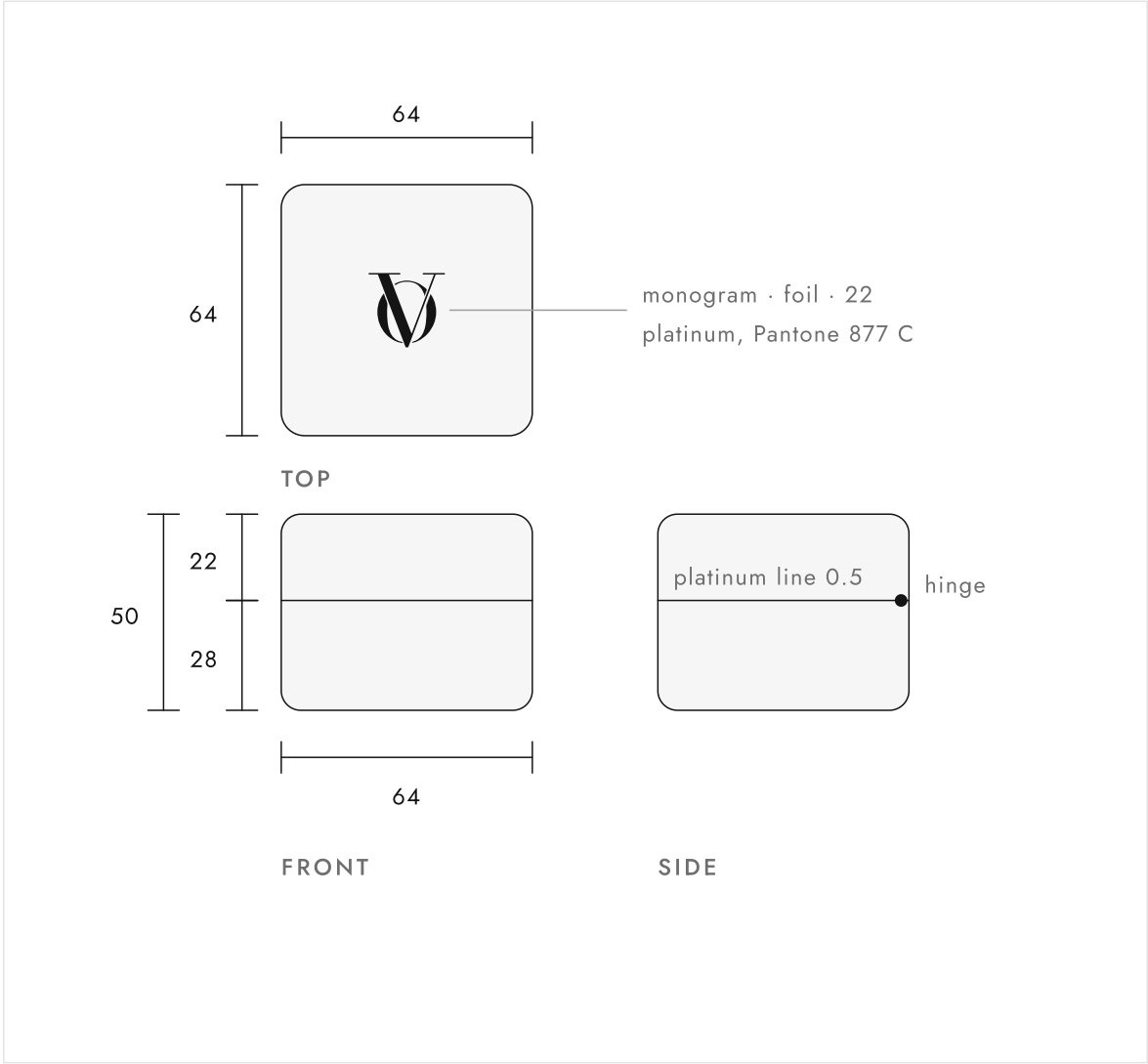
08.4 Finishes

08.1 THE SYSTEM

Every item, its material, its finish and its size in millimetres.

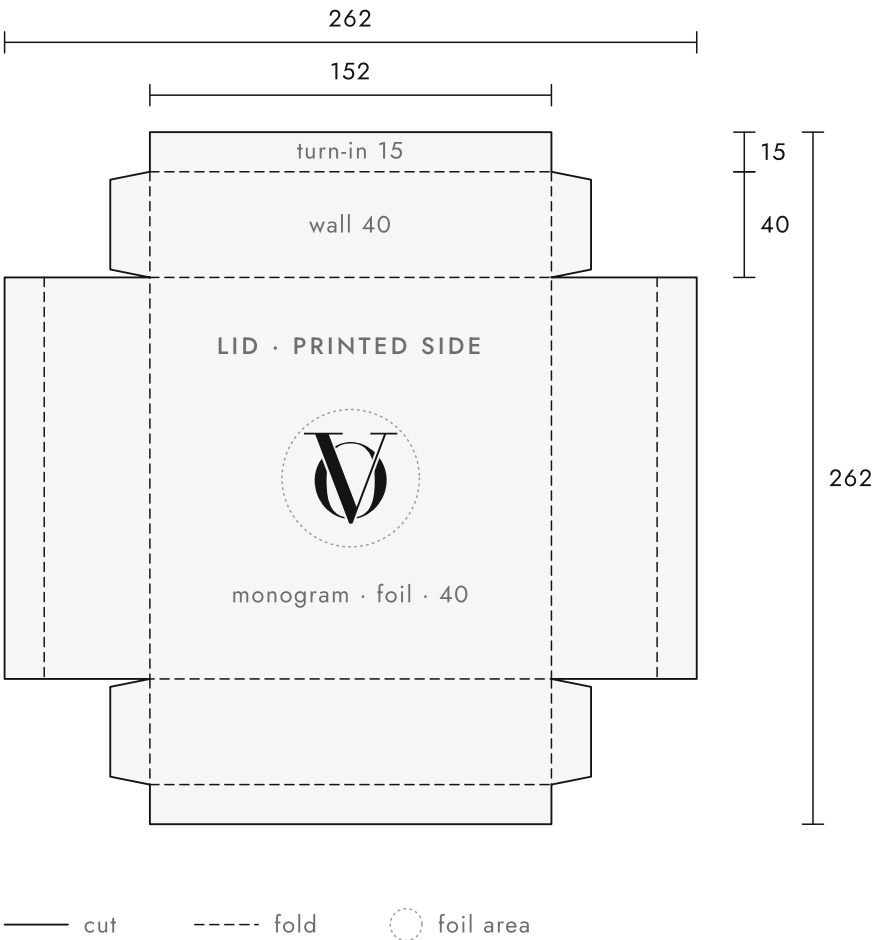
ITEM	MATERIAL	FINISH	SIZE
Ring box	Wood core, black lacquer, black velvet insert	Platinum line at the seam; monogram in foil on the lid	64 × 64 × 50
Gift box	2 mm greyboard wrapped in white paper, 157 gsm	Monogram in foil, 40 mm; black grosgrain ribbon	150 × 150 × 110
Tissue and seal	White acid-free tissue, 17 gsm, monogram pattern in Stone	Black ribbon; round white seal, 40 mm, with the monogram	500 × 750
Shopping bag	White board, 250 gsm, matt	Wordmark in foil; black cotton handles	S 200 × 90 × 250 · L 320 × 120 × 380
Certificate	Cotton paper, 300 gsm, in a folder	Blind emboss; wordmark in foil	148 × 210
Card and envelope	Cotton card, 600 gsm; black envelope	Letterpress wordmark; white wax seal	110 × 160

A two-part hinged box. The seam carries a single platinum line; the lid carries the monogram in foil.
Dimensions in millimetres.



RING BOX Black lacquer, platinum line.

The lid wrap, printed flat and turned over 2 mm greyboard. The base follows the same construction at 110 mm deep.



GIFT BOX White wrap, black grosgrain.

Foil

PROCESS	Hot foil, single hit
COLOUR	Platinum, nearest Pantone 877 C
DEBOSS	0.15 mm
MINIMUM	Monogram 10 mm · wordmark 30 mm

Ribbon

MATERIAL	Silk grosgrain, black
WIDTH	38 mm gift box · 15 mm ring box
BOW	Tied by hand, loops 60 mm
TAILS	Cut at 45°, 70 mm

Seals

TISSUE	Printed round seal, white, 40 mm
ENVELOPE	Wax, white on black, 25 mm
MATRIX	Monogram, brass
MARK	Monogram only, never the wordmark

09 Applications

CHAPTER 09

The identity at work: the boutique, the boxes, the paper and the moment of giving.

09.1 In use

Photographed objects from the first production run.



BOUTIQUE FACADE



GIFT BOX AND RING BOX



OPENING



RING BOX



SHOPPING BAGS



CARD AND ENVELOPE



TISSUE AND SEAL



GIFT WRAPPING



APPOINTMENT ROOM



CERTIFICATE AND CARE BOOKLET

10 Digital

CHAPTER 10

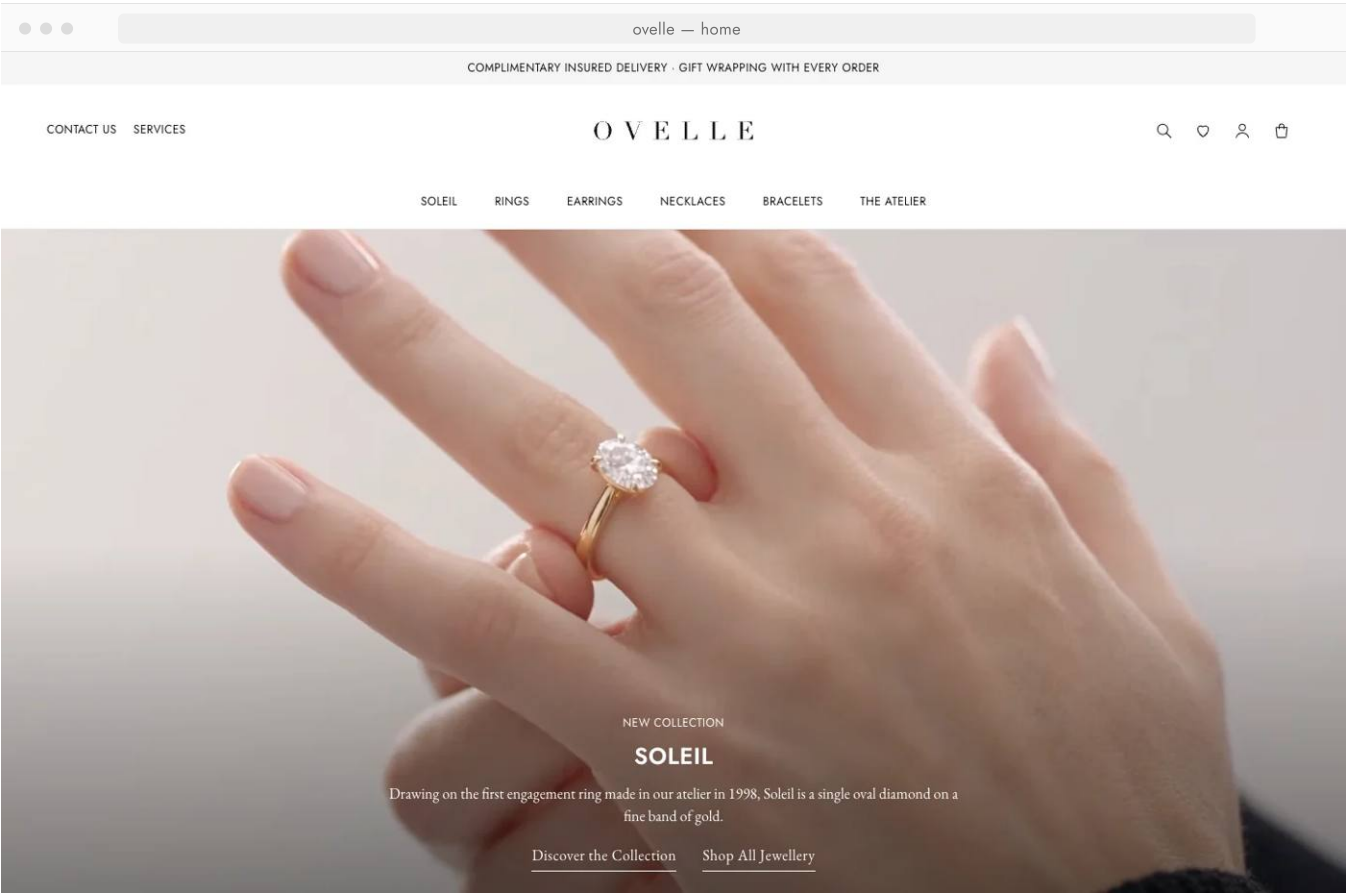
The website, social templates and email: the same type, colour and grid, built for the screen.

10.1 Website

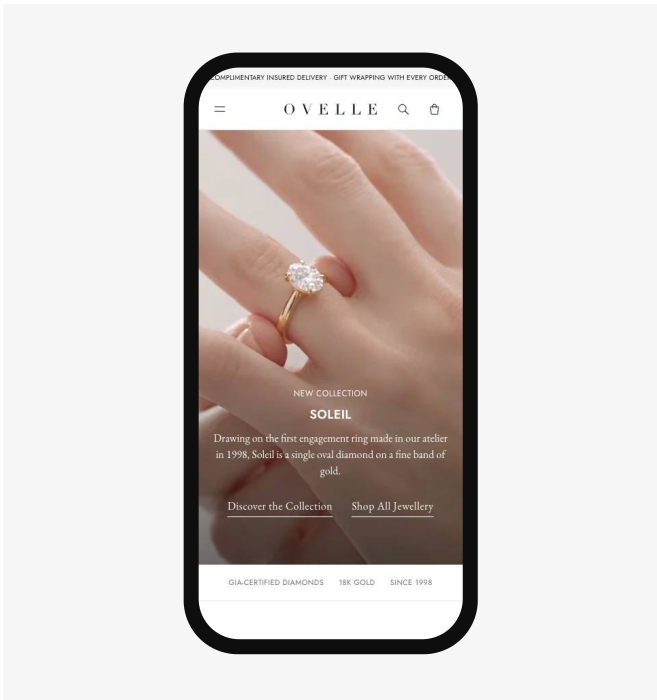
10.2 Social

10.3 Email

Screens from the concept site. Select a screen to open it.



HOME Campaign film, then the collection.

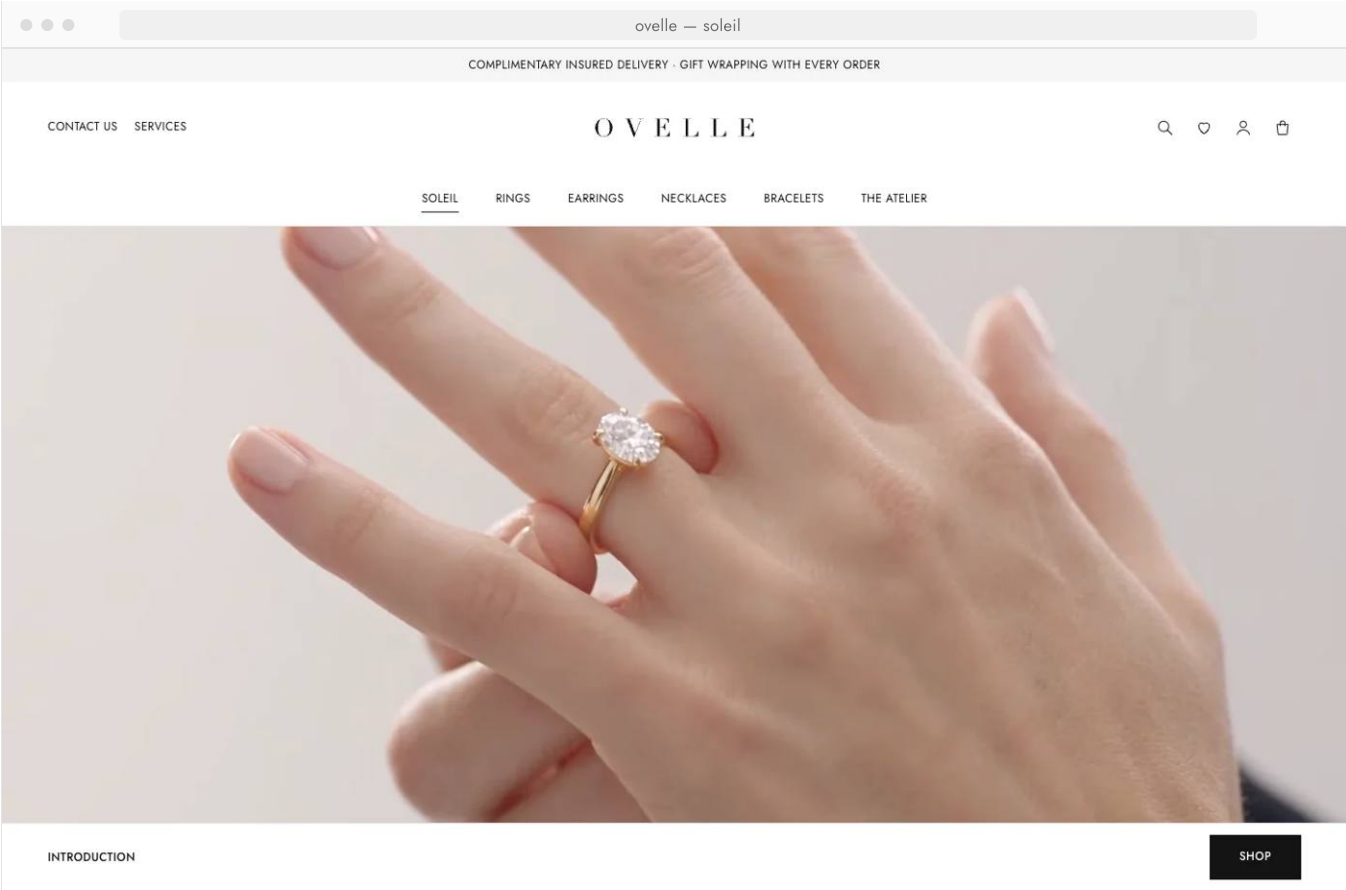


PHONE Designed on its own.

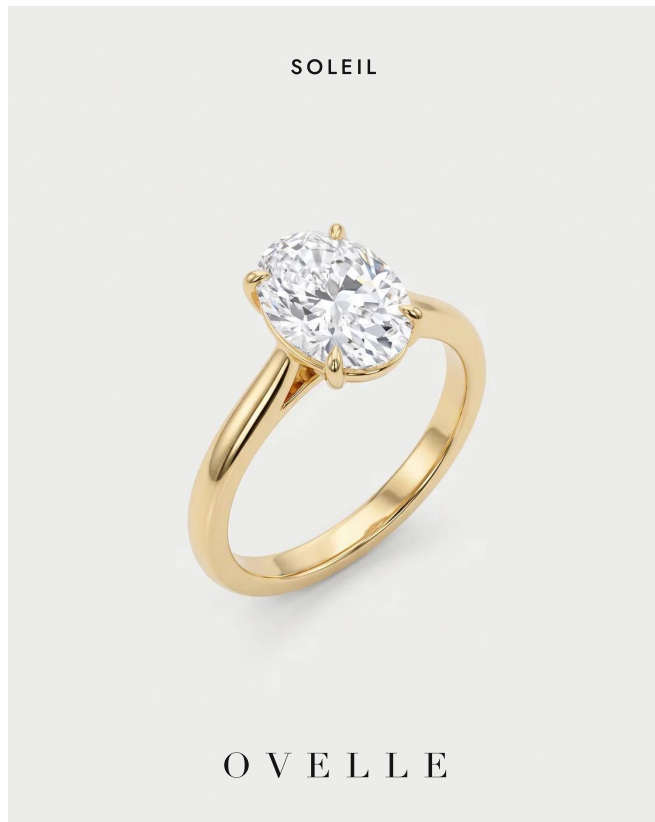
SPECIFICATION

Built from the same parts as the book: nothing on the site is drawn twice.

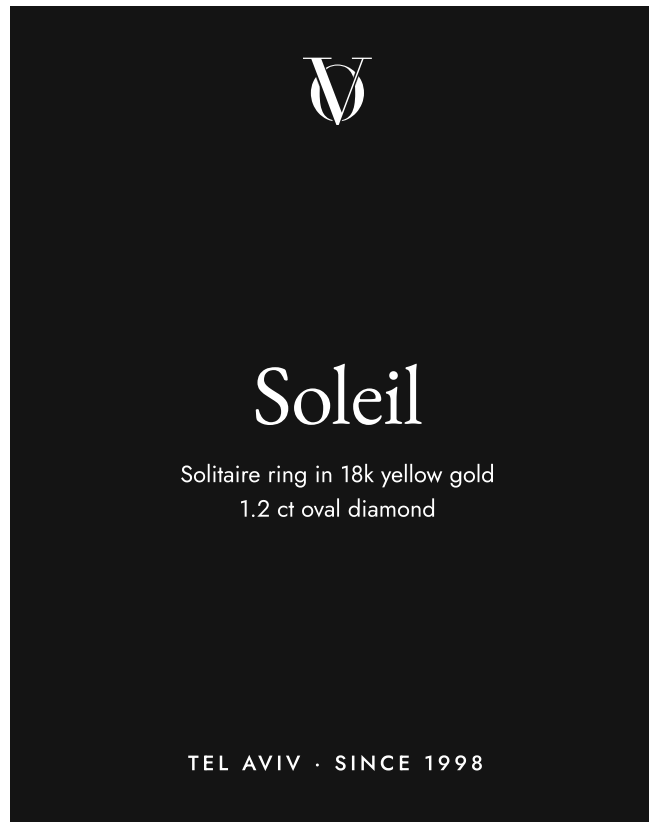
Header	76 px · 64 px on scroll
Wordmark	169 px wide
Text	EB Garamond 17 / 26
Labels	Jost 11 px, +0.18 em
Grid	12 col · 56 / 24
Motion	0.6–1.4 s, one curve



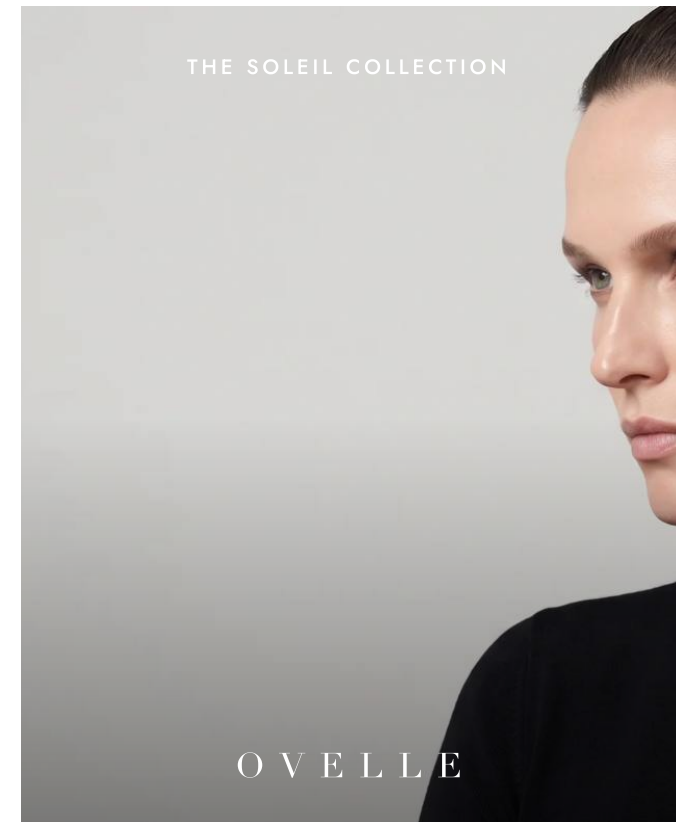
SOLEIL The collection page.



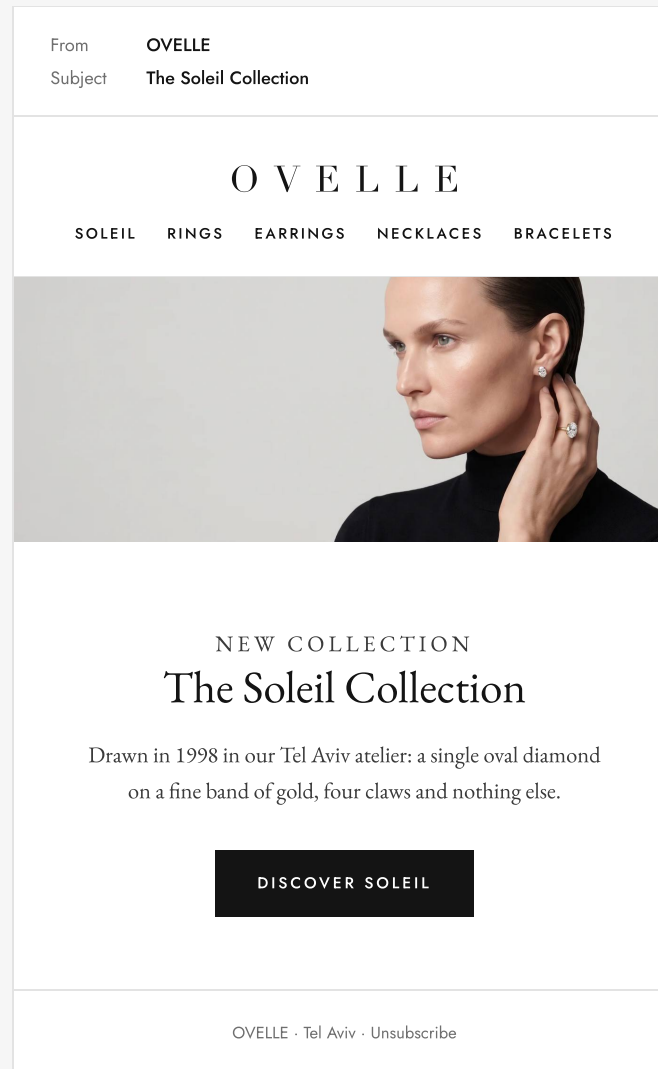
PRODUCT One piece on grey.



ANNOUNCEMENT One fact on Ink.



CAMPAIGN Film still with the wordmark.



11

CHAPTER 11

Motion

Things arrive slowly and stop softly. One curve, a narrow range of durations, short distances.

11.1 Principles

11.2 The curve

11.3 Logo and page

01

One curve

cubic-bezier(.22, .61, .36, 1) for everything that enters. Nothing bounces, nothing overshoots.

02

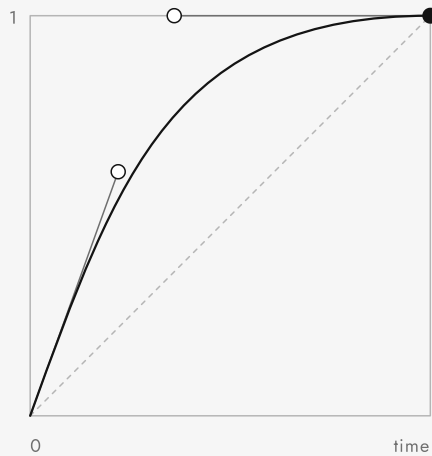
0.6 to 1.4 seconds

Short for controls, long for images and the logo. Never faster than 300 ms.

03

16 pixels, no more

Elements rise 16 to 24 px as they fade in. Images settle from 105% to 100%.



cubic-bezier(.22, .61, .36, 1)

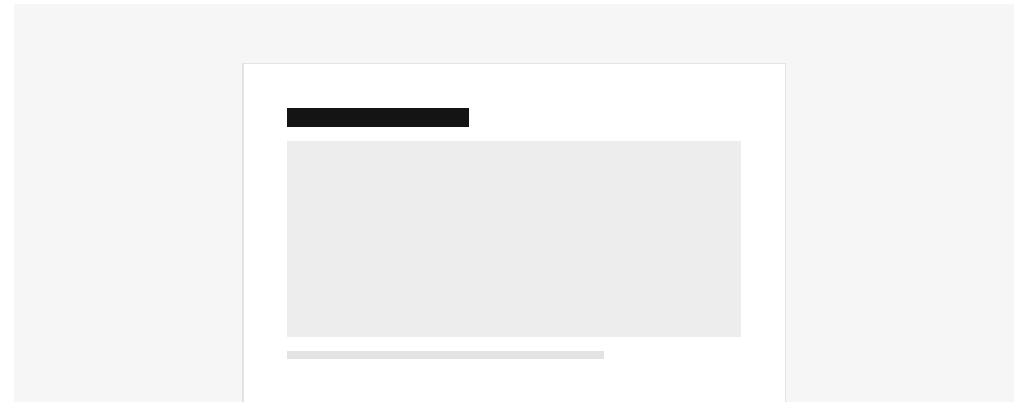
linear

cubic-bezier(.22, .61, .36, 1) · 1200 ms

The logo reveals from left to right, the way it is read. Pages change with a single wipe.



Logo reveal · 1750 ms



Page transition · 900 ms

12

CHAPTER 12

Downloads

The guidelines and the logo files. Use only these masters.

12.1 Files

Brand guidelines

PDF · A4 landscape · 52 pages · 2.8 MB. The whole book, chapter by chapter, for print and for suppliers. In English.

↓ DOWNLOAD PDF

Logo package

ovelle-wordmark.svg	Wordmark · Ink
ovelle-wordmark-white.svg	Wordmark · Paper
ovelle-monogram.svg	Monogram · Ink
ovelle-monogram-white.svg	Monogram · Paper

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